

PLANNING YOUR APPROACH

Know your audience. Know your voice and tone. Know your media.

The goal here is to figure out what the best outlet for your copy is.

Imagine you are responsible for conveying a message to customers or prospects.

What is the goal of your message?

How long is your message?

● ————— ●
Brief Complex

How urgent is your message?

● ————— ●
Not urgent Emergency

How valuable is your message?

● ————— ●
Slightly Crucial

How long will your message need to be out?

● ————— ●
Briefly A Long Time

Determine the appropriate outlets for your copy and circle them.

Social Media

Website

Email

Video/Podcast

Print/TV Ad

Other: _____



Explain your reasoning.

What makes these outlets a good fit for your message? How will your audience respond? What other factors did you consider?
